

North American Motorized Recreation Council (NAMRC) October 31, 2016, at the SEMA Show in Las Vegas

Attendance from the sign in sheet

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The North American Motorized Recreation Council (NAMRC) meets once a year to promote motorized recreation and our interests in motorized recreation. NAMRC is an alliance of organizations, which facilitates communications: shares information, expertise and resources to enhance unity. NAMRC helps the organized motorized recreation community and other interested groups become more effective in their efforts to maintain, improve and expand opportunities and experiences in our many forms of recreation.

NAMRC is celebrating 20 years. Sharing tips and tricks.

SEMA report: Stuart Gosswein thanked all for the partnership with SEMA. Send contact information to SEMA if you want to receive their mailings. Networking and communication.

Join the SEMA action network. RPM ACT (HR 4715) sponsored by North Carolina Representative Burke clarifying modifications to race cars and including street legal vehicles. Legislation supported by SEMA. Send a personal letter to your Representative supporting legislation.

Salt Flats "Save the Salt" Utah's big issue. Legislation is expected before the end of the year/allowing us to write letters.

Donation presentation of \$5000 from NAXJA to Blue Ribbon Coalition. NAXJA is looking to donate money to worthwhile projects and programs. NAXJA is a virtual club—a forum supporting a club. QR Code on all their cards.

Suggested to add Climate Change to the agenda.

See attendance list of groups represented.

Helen Baker stressed importance of knowing land use terms. The Baker's Montana home is currently in the path of a forest fire that is being monitored

Del mentioned the quote he heard from Bob Hamm: "the Older we get the faster we were when we were younger."

It is very important to attend land use meetings. If we weren't here it would all be gone. Very important to have a seat at the table.

There were user representatives of motorcycles, 4X4s, snowmobiles, and side by sides. Collaborations are very important.

Blue Ribbon Coalition will be celebrating their 30th year on February 24-26 with an event at Pirate Cove. Watch www.sharetrails.org for details.

Developing issues and opportunities.

Opportunities to unify:

- How to raise money.
- Need to grow membership
- Opposition has too much money
- Improve image
- How to keep trails open
- Build relationships with government agencies

Groups:

Group #1

- 1 Issue of user apathy about “Stay the Trail”
 - a. Education of users
 - b. Street legal vs Side by Side
 - c. ATV impact on open trails
 - d. Solution: partner with SEMA?
 - e. Yamaha SuperCross ad, couple doing a wheelie.
 - f. “mudding”
- 2 Membership eroding, sustaining
 - a. Solution? Events
 - b. Magazine (BRC quit publishing a magazine---biggest mistake)
 - i. Adventure rides/trail stories/trip report
- 3 Volunteerism---
 - a. Draw on past presidents or key people-give them a voice
 - b. Webinars-virtual gathering of people
- 4 Getting young people involved
 - a. Social Media
 - b. Organizations need to be open to new ways of doing things
 - c. Modern meeting methods
- 5 Events
 - a. Annual Expo
 - b. Combine service projects with trail runs, training and focus groups
- 6 Cooperative motorized groups?
 - a. Search and Rescue exercise with cooperative efforts
 - b. NOHVCC cooperative group-Meeting to discuss legislative issues-Annual conference
 - c. California Motorized Recreational Council—conference call to discuss pending issues.
 - d. Become a part of the legislative process – Get in the door so you can talk to people and get information

- 7 Insurance and permit process
 - a. Federal lands are obstacles
- 8 Working with the Media
 - a. Media can be an asset – use it appropriately

Group #2

Top 5 issues facing OHV Advocacy

1. Demographic: Lack of young people.
People who have been involved for a long time aren't open to change. Young people may be looking for relevance. When new folks want to be involved with new ideas, they are slammed down. Technology - are we accepting of new technology enough to keep younger people interested? Lack of education to new enthusiasts to have understood the importance of advocacy.
2. Relationships: Finding the same language to work with agencies, so they understand the goals of advocates. Do we need team building exercises with agency personnel?
3. Time: We depend on volunteers and it takes a lot of time that volunteers may not have outside of work and family obligations. Virtual groups should be included to encourage membership/volunteers with a younger demographic.
4. Apathy: people don't care enough to step up to the plate. What can make it exciting/interesting enough for people to volunteer? Connecting and relating why it's important.
5. Relationships: Create team building opportunities so Associations can work together. We are all in the same fight. Everyone has to find what they have in common, and understand their common goals.

Group #3

Team Name – Play Nice

Top Five Issues

1. Involvement of the Users
 - Getting youth involved
 - Don't criticize, encourage
 - Be positive about advertising
 - agencies don't always look at us or what we do as positive
 - Apathy of our community
 - Millennial

- Don't want to be joiners
 - Overland people
 - "park and rides" take advantage of our work
 - Social media is where they meet
 - Infighting between all groups
 - single track, full size, side x side
 - don't want to work together
 - don't want the other on the same trail
 - Don't work together
 - Outfitters
 - Non-organized users
 - How do we get the same involvement "Friends" similar to Facebook
 - How to share with others
2. Interpretation and Overreach
- Monument Antiquities Act – never part of the process
 - Abbreviations
 - Obstructions – SRP, expenses, insurance. Permits
 - Be there in the beginning of the process
3. Education of all users
- Throw away nation
 - Park and rides
 - Vesting in the process

Group #4

1. Younger generation
2. Retaining new members
3. Plan activities so members want to stay
4. Have events that keep people involved
5. Education programs to help them learn-NOHVCC-Jeep club
6. Stop bitching-get involved-make it personal-go on trips.

Final

#1A Younger people

#1B Involvement (some volunteerism)

#2 Relationships

#3 Non-organized users-doing stupid stuff-users

#4 Education

Apathy –education-all other items

#5 Agencies

#6 Insurance/permits

#7 Money

Note: \$100 will be sent to Suzy Johnson in appreciation of her work on the NAMRC website.

FACILITATOR DEL ALBRIGHT NOTES:

NAMRC continues to grow each year with attendees from all over the country. Without our support from SEMA (room, logistics, etc.) this would be a difficult meeting to pull off, and for that we are very thankful to all our partners and friends at SEMA and SEMA-SAN. All participants of SEMA must be members of the SAN to receive SEMA passes.

Big thanks to BlueRibbon Coalition/Sharetrails for giving me the opportunity to facilitate and organize NAMRC every year.

And another thanks to the Calif. 4Wheel Drive Association (C4WDA) for providing our website and webmaster, Suzy Johnson.

Note taking by Carol Jensen, Pacific Northwest 4Wheel Drive Association.



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